

Office Supplies, Stationery, and Gift Stores: 2002

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2002 Economic Census

Retail Trade

Industry Series



U S C E N S U S B U R E A U

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 2002 NAICS code | Kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| 4532 | Office supplies, stationery, and gift stores | 44 359 | 36 237 397 | 4 595 741 | 1 107 502 | 313 666 | 13.9 | 7.2 |
| 45321 | Office supplies and stationery stores | 8 574 | 20 615 719 | 2 217 476 | 553 246 | 111 381 | 4.0 | 2.2 |
| 453210 | Office supplies and stationery stores | 8 574 | 20 615 719 | 2 217 476 | 553 246 | 111 381 | 4.0 | 2.2 |
| 45322 | Gift, novelty, and souvenir stores | 35 785 | 15 621 678 | 2 378 265 | 554 256 | 202 285 | 27.1 | 13.7 |
| 453220 | Gift, novelty, and souvenir stores | 35 785 | 15 621 678 | 2 378 265 | 554 256 | 202 285 | 27.1 | 13.7 |

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 1997 NAICS code | Kind of business | Establishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|-----------------------|--|----------------------------|--------------------|-----------------------------|---|
| 4532 | Office supplies, stationery, and gift stores | 44 359 | 36 237 397 | 4 595 741 | 313 666 |
| | 2002.. | | | | |
| | 1997.. | 44 615 | 31 573 035 | 3 637 361 | 306 492 |
| 45321 | Office supplies and stationery stores | 8 574 | 20 615 719 | 2 217 476 | 111 381 |
| | 2002.. | 7 330 | 17 075 739 | 1 580 695 | 98 121 |
| 453210 | Office supplies and stationery stores | 8 574 | 20 615 719 | 2 217 476 | 111 381 |
| | 2002.. | 7 330 | 17 075 739 | 1 580 695 | 98 121 |
| | 1997.. | | | | |
| 45322 | Gift, novelty, and souvenir stores | 35 785 | 15 621 678 | 2 378 265 | 202 285 |
| | 2002.. | 37 285 | 14 497 296 | 2 056 666 | 208 371 |
| 453220 | Gift, novelty, and souvenir stores | 35 785 | 15 621 678 | 2 378 265 | 202 285 |
| | 2002.. | 37 285 | 14 497 296 | 2 056 666 | 208 371 |
| | 1997.. | | | | |

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 2002 NAICS code | 2002 Product line code | Kind of business and product line | Establishments with the product line | | Product line sales | | | Response coverage ² (percent) |
|-----------------------|------------------------------|---|---|--------------------------|----------------------------------|--|---|--|
| | | | Number | Total sales (\$1,000) | Amount ¹ (\$1,000) | As percent of total sales of— | | |
| | | | | | | Estab- lishments with the product line | All estab- lishments ¹ | |
| 4532 | | Office supplies, stationery, and gift stores | 44 359 | X | 36 237 397 | X | 100.0 | 76.1 |
| | 20100 | Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. | 7 405 | 3 366 548 | 313 611 | 9.3 | .9 | X |
| | 20120 | Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption | 1 152 | 587 306 | 78 888 | 13.4 | .2 | X |
| | 20140 | Packaged liquor, wine, & beer | 72 | 84 826 | 15 465 | 18.2 | Z | X |
| | 20150 | Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others | 1 917 | 991 591 | 107 018 | 10.8 | .3 | X |
| | 20160 | Drugs, health aids, beauty aids, including cosmetics | 2 509 | 1 042 407 | 84 712 | 8.1 | .2 | X |
| | 20180 | Soaps, detergents, & household cleaners | 904 | 389 770 | 17 833 | 4.6 | Z | X |
| | 20190 | Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. | 2 199 | 1 450 894 | 219 788 | 15.1 | .6 | X |
| | 20200 | Men's wear | 2 103 | 1 027 133 | 76 176 | 7.4 | .2 | X |
| | 20220 | Women's, juniors', & misses' wear | 4 482 | 2 661 104 | 240 047 | 9.0 | .7 | X |
| | 20240 | Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories | 2 769 | 1 839 427 | 401 054 | 21.8 | 1.1 | X |
| | 20260 | Footwear, including accessories | 1 886 | 1 462 726 | 30 200 | 2.1 | .1 | X |
| | 20270 | Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. | 391 | 139 407 | 12 391 | 8.9 | Z | X |
| | 20280 | Curtains, draperies, blinds, slipcovers, bed & table coverings | 1 547 | 474 136 | 32 649 | 6.9 | .1 | X |
| | 20300 | Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. | 29 | 23 745 | 2 343 | 9.9 | Z | X |
| | 20310 | Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. | 310 | 128 291 | 5 936 | 4.6 | Z | X |
| | 20320 | Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories | 1 608 | 1 419 147 | 156 465 | 11.0 | .4 | X |
| | 20330 | Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories | 3 386 | 2 051 790 | 53 212 | 2.6 | .1 | X |
| | 20340 | Furniture, sleep equipment & outdoor/patio furniture | 7 488 | 19 683 812 | 1 982 900 | 10.1 | 5.5 | X |
| | 20360 | Flooring & floor coverings | 57 | 36 555 | 1 406 | 3.8 | Z | X |
| | 20370 | Computer hardware, software, & supplies, including computer game software | 6 429 | 19 802 891 | 2 709 983 | 13.7 | 7.5 | X |
| | 20380 | Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. | 18 096 | 7 083 683 | 2 056 039 | 29.0 | 5.7 | 65.6 |
| | 20386 | Giftware & glassware including vases | 16 425 | 6 493 073 | 1 495 675 | 23.0 | 4.1 | X |
| | 20387 | All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. | 9 576 | 4 101 163 | 560 364 | 13.7 | 1.5 | X |
| | 20400 | Jewelry, including watches, watch attachments, novelty jewelry, etc. | 12 622 | 5 528 671 | 442 014 | 8.0 | 1.2 | X |
| | 20420 | Books | 8 883 | 4 539 052 | 254 621 | 5.6 | .7 | X |
| | 20440 | Photographic equipment & supplies | 541 | 245 512 | 8 897 | 3.6 | Z | X |
| | 20460 | Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles | 5 974 | 3 324 922 | 444 778 | 13.4 | 1.2 | X |
| | 20490 | Optical goods, including eyeglasses, contact lenses, sunglasses, etc. | 84 | 53 582 | 2 031 | 3.8 | Z | X |
| | 20500 | Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. | 513 | 222 137 | 18 471 | 8.3 | .1 | X |
| | 20600 | Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures | 197 | 64 242 | 6 611 | 10.3 | Z | X |
| | 20620 | Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. | 1 253 | 414 224 | 56 443 | 13.6 | .2 | X |
| | 20640 | Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed | 41 | 31 868 | 7 342 | 23.0 | Z | X |
| | 20670 | Paint & sundries | 56 | 46 446 | 3 749 | 8.1 | Z | X |
| | 20690 | Wallpaper & other flexible wallcoverings | 130 | 17 028 | 1 562 | 9.2 | Z | X |
| | 20800 | Pets, pet foods, & pet supplies | 78 | 15 934 | 3 124 | 19.6 | Z | X |
| | 20850 | All other merchandise | 42 671 | 35 803 739 | 25 059 604 | 70.0 | 69.2 | 74.8 |
| | 20851 | Stationery products, including stationery, tablets, pads, & related products | 14 308 | 13 121 985 | 2 527 864 | 19.3 | 7.0 | X |
| | 20852 | Office paper, including computer printer, copier, fax, & typewriter cut sheet paper | 6 951 | 19 567 748 | 4 239 023 | 21.7 | 11.7 | X |
| | 20853 | Office & school supplies | 10 598 | 21 331 667 | 6 096 558 | 28.6 | 16.8 | X |
| | 20854 | Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. | 6 132 | 19 206 949 | 2 753 334 | 14.3 | 7.6 | X |
| | 20855 | Greeting cards | 19 822 | 8 241 831 | 2 133 240 | 25.9 | 5.9 | X |
| | 20856 | Magazines & newspapers | 2 911 | 1 393 675 | 220 081 | 15.8 | .6 | X |
| | 20859 | Luggage & leather goods | 2 568 | 5 371 455 | 109 569 | 2.0 | .3 | X |
| | 20862 | Collectibles, including items which are old, but less than 100 years old, & limited in supply | 5 972 | 2 318 806 | 308 322 | 13.3 | .9 | X |
| | 20863 | Art goods, including original pictures & sculptures | 2 593 | 842 457 | 78 032 | 9.3 | .2 | X |
| | 20877 | Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons | 22 484 | 10 675 984 | 3 690 425 | 34.6 | 10.2 | X |
| | 20878 | Seasonal decorations, including decorative plates, napkins, & cups | 19 752 | 9 475 722 | 2 337 909 | 24.7 | 6.5 | X |
| | 20879 | Artificial/silk flowers, plants, & trees | 3 604 | 1 190 124 | 87 870 | 7.4 | .2 | X |
| | 20881 | Craft supplies | 1 545 | 631 335 | 57 795 | 9.2 | .2 | X |
| | 20882 | Typewriters | 406 | 306 998 | 5 844 | 1.9 | Z | X |
| | 20883 | All other merchandise | 1 203 | 708 161 | 413 738 | 58.4 | 1.1 | X |
| | 29810 | All other merchandise | 9 589 | 15 887 199 | 774 394 | 4.9 | 2.1 | X |

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 2002 NAICS code | 2002 Product line code | Kind of business and product line | Establishments with the product line | | Product line sales | | | Response coverage ² (percent) |
|-----------------------|------------------------------|--|---|--------------------------|----------------------------------|--|---|--|
| | | | Number | Total sales (\$1,000) | Amount ¹ (\$1,000) | As percent of total sales of— | | |
| | | | | | | Estab- lishments with the product line | All estab- lishments ¹ | |
| 4532 | | Office supplies, stationery, and gift stores—Con. | | | | | | |
| | 29900 | All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided | 6 190 | 8 862 451 | 552 360 | 6.2 | 1.5 | 72.6 |
| | 29906 | Other labor charges | 708 | 477 457 | 26 454 | 5.5 | .1 | X |
| | 29907 | Parts installed in repair | 333 | 345 205 | 12 049 | 3.5 | Z | X |
| | 29938 | Printing or engraving to order | 4 952 | 7 825 531 | 422 474 | 5.4 | 1.2 | X |
| | 29943 | Value of service contracts | 324 | 285 075 | 27 820 | 9.8 | .1 | X |
| | 29979 | All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc. | 828 | 798 790 | 63 563 | 8.0 | .2 | X |
| 45321 | | Office supplies and stationery stores | 8 574 | X | 20 615 719 | X | 100.0 | 87.9 |
| | 20100 | Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. | 69 | 48 035 | 1 649 | 3.4 | Z | X |
| | 20150 | Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others | 156 | 42 262 | 9 071 | 21.5 | Z | X |
| | 20160 | Drugs, health aids, beauty aids, including cosmetics | 18 | 12 782 | 825 | 6.5 | Z | X |
| | 20180 | Soaps, detergents, & household cleaners | 66 | 64 527 | 2 680 | 4.2 | Z | X |
| | 20190 | Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. | 436 | 487 974 | 30 924 | 6.3 | .2 | X |
| | 20200 | Men's wear | 13 | 19 379 | 412 | 2.1 | Z | X |
| | 20220 | Women's, juniors', & misses' wear | 18 | 19 791 | 412 | 2.1 | Z | X |
| | 20240 | Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories | 8 | 2 474 | 206 | 8.3 | Z | X |
| | 20260 | Footwear, including accessories | 6 | 3 505 | 206 | 5.9 | Z | X |
| | 20320 | Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories | 51 | 28 037 | 1 031 | 3.7 | Z | X |
| | 20330 | Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories | 305 | 177 501 | 5 566 | 3.1 | Z | X |
| | 20340 | Furniture, sleep equipment & outdoor/patio furniture | 5 468 | 18 875 546 | 1 879 329 | 10.0 | 9.1 | X |
| | 20370 | Computer hardware, software, & supplies, including computer game software | 5 348 | 18 644 856 | 2 695 299 | 14.5 | 13.1 | X |
| | 20380 | Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. | 250 | 152 969 | 16 493 | 10.8 | .1 | 77.2 |
| | 20386 | Giftware & glassware including vases | 204 | 113 489 | 12 824 | 11.3 | .1 | X |
| | 20387 | All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. | 90 | 59 240 | 3 669 | 6.2 | Z | X |
| | 20400 | Jewelry, including watches, watch attachments, novelty jewelry, etc. | 82 | 39 994 | 2 268 | 5.7 | Z | X |
| | 20420 | Books | 577 | 320 574 | 41 231 | 12.9 | .2 | X |
| | 20440 | Photographic equipment & supplies | 30 | 21 028 | 618 | 2.9 | Z | X |
| | 20460 | Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles | 417 | 246 358 | 22 059 | 9.0 | .1 | X |
| | 20500 | Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. | 56 | 65 764 | 1 443 | 2.2 | Z | X |
| | 20600 | Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures | 8 | 1 443 | 206 | 14.3 | Z | X |
| | 20850 | All other merchandise | 8 574 | 20 615 719 | 15 264 910 | 74.0 | 74.0 | 87.0 |
| | 20851 | Stationery products, including stationery, tablets, pads, & related products | 4 207 | 8 348 542 | 2 182 206 | 26.1 | 10.6 | X |
| | 20852 | Office paper, including computer printer, copier, fax, & typewriter cut sheet paper | 6 444 | 19 314 867 | 4 201 999 | 21.8 | 20.4 | X |
| | 20853 | Office & school supplies | 7 805 | 20 263 190 | 5 901 544 | 29.1 | 28.6 | X |
| | 20854 | Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. | 5 951 | 19 075 725 | 2 734 626 | 14.3 | 13.3 | X |
| | 20855 | Greeting cards | 1 266 | 706 295 | 53 120 | 7.5 | .3 | X |
| | 20856 | Magazines & newspapers | 211 | 72 773 | 7 632 | 10.5 | Z | X |
| | 20859 | Luggage & leather goods | 1 766 | 5 024 257 | 57 852 | 1.2 | .3 | X |
| | 20862 | Collectibles, including items which are old, but less than 100 years old, & limited in supply | 50 | 48 653 | 2 137 | 4.4 | Z | X |
| | 20863 | Art goods, including original pictures & sculptures | 127 | 58 755 | 5 648 | 9.6 | Z | X |
| | 20877 | Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons | 542 | 261 407 | 21 980 | 8.4 | .1 | X |
| | 20878 | Seasonal decorations, including decorative plates, napkins, & cups ... | 809 | 481 377 | 48 083 | 10.0 | .2 | X |
| | 20879 | Artificial/silk flowers, plants, & trees | 27 | 8 040 | 305 | 3.8 | Z | X |
| | 20881 | Craft supplies | 438 | 275 632 | 21 065 | 7.6 | .1 | X |
| | 20882 | Typewriters | 386 | 288 620 | 5 648 | 2.0 | Z | X |
| | 20883 | All other merchandise | 72 | 56 899 | 21 065 | 37.0 | .1 | X |
| | 29810 | All other merchandise | 3 438 | 11 833 217 | 344 489 | 2.9 | 1.7 | X |
| | 29900 | All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided | 2 309 | 7 058 616 | 293 980 | 4.2 | 1.4 | 87.2 |
| | 29906 | Other labor charges | 340 | 307 897 | 16 145 | 5.2 | .1 | X |
| | 29907 | Parts installed in repair | 258 | 284 109 | 8 961 | 3.2 | Z | X |
| | 29938 | Printing or engraving to order | 2 019 | 6 755 731 | 237 650 | 3.5 | 1.2 | X |
| | 29943 | Value of service contracts | 166 | 210 559 | 19 497 | 9.3 | .1 | X |
| | 29979 | All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc. | 196 | 164 183 | 11 727 | 7.1 | .1 | X |
| 453210 | | Office supplies and stationery stores | 8 574 | X | 20 615 719 | X | 100.0 | 87.9 |
| | 20100 | Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. | 69 | 48 035 | 1 649 | 3.4 | Z | X |
| | 20150 | Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others | 156 | 42 262 | 9 071 | 21.5 | Z | X |

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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| 2002 NAICS code | 2002 Product line code | Kind of business and product line | Establishments with the product line | | Product line sales | | | Response coverage ² (percent) |
|-----------------------|------------------------------|--|---|--------------------------|----------------------------------|--|---|--|
| | | | Number | Total sales (\$1,000) | Amount ¹ (\$1,000) | As percent of total sales of— | | |
| | | | | | | Estab- lishments with the product line | All estab- lishments ¹ | |
| 453210 | | Office supplies and stationery stores—Con. | | | | | | |
| | 20160 | Drugs, health aids, beauty aids, including cosmetics | 18 | 12 782 | 825 | 6.5 | Z | X |
| | 20180 | Soaps, detergents, & household cleaners | 66 | 64 527 | 2 680 | 4.2 | Z | X |
| | 20190 | Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. | 436 | 487 974 | 30 924 | 6.3 | .2 | X |
| | 20200 | Men's wear | 13 | 19 379 | 412 | 2.1 | Z | X |
| | 20220 | Women's, juniors', & misses' wear | 18 | 19 791 | 412 | 2.1 | Z | X |
| | 20240 | Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories | 8 | 2 474 | 206 | 8.3 | Z | X |
| | 20260 | Footwear, including accessories | 6 | 3 505 | 206 | 5.9 | Z | X |
| | 20320 | Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories | 51 | 28 037 | 1 031 | 3.7 | Z | X |
| | 20330 | Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories | 305 | 177 501 | 5 566 | 3.1 | Z | X |
| | 20340 | Furniture, sleep equipment & outdoor/patio furniture | 5 468 | 18 875 546 | 1 879 329 | 10.0 | 9.1 | X |
| | 20370 | Computer hardware, software, & supplies, including computer game software | 5 348 | 18 644 856 | 2 695 299 | 14.5 | 13.1 | X |
| | 20380 | Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. | 250 | 152 969 | 16 493 | 10.8 | .1 | 77.2 |
| | 20386 | Giftware & glassware including vases | 204 | 113 489 | 12 824 | 11.3 | .1 | X |
| | 20387 | All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. | 90 | 59 240 | 3 669 | 6.2 | Z | X |
| | 20400 | Jewelry, including watches, watch attachments, novelty jewelry, etc. | 82 | 39 994 | 2 268 | 5.7 | Z | X |
| | 20420 | Books | 577 | 320 574 | 41 231 | 12.9 | .2 | X |
| | 20440 | Photographic equipment & supplies | 30 | 21 028 | 618 | 2.9 | Z | X |
| | 20460 | Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles | 417 | 246 358 | 22 059 | 9.0 | .1 | X |
| | 20500 | Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. | 56 | 65 764 | 1 443 | 2.2 | Z | X |
| | 20600 | Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures | 8 | 1 443 | 206 | 14.3 | Z | X |
| | 20850 | All other merchandise | 8 574 | 20 615 719 | 15 264 910 | 74.0 | 74.0 | 87.0 |
| | 20851 | Stationery products, including stationery, tablets, pads, & related products | 4 207 | 8 348 542 | 2 182 206 | 26.1 | 10.6 | X |
| | 20852 | Office paper, including computer printer, copier, fax, & typewriter cut sheet paper | 6 444 | 19 314 867 | 4 201 999 | 21.8 | 20.4 | X |
| | 20853 | Office & school supplies | 7 805 | 20 263 190 | 5 901 544 | 29.1 | 28.6 | X |
| | 20854 | Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. | 5 951 | 19 075 725 | 2 734 626 | 14.3 | 13.3 | X |
| | 20855 | Greeting cards | 1 266 | 706 295 | 53 120 | 7.5 | .3 | X |
| | 20856 | Magazines & newspapers | 211 | 72 773 | 7 632 | 10.5 | Z | X |
| | 20859 | Luggage & leather goods | 1 766 | 5 024 257 | 57 852 | 1.2 | .3 | X |
| | 20862 | Collectibles, including items which are old, but less than 100 years old, & limited in supply | 50 | 48 653 | 2 137 | 4.4 | Z | X |
| | 20863 | Art goods, including original pictures & sculptures | 127 | 58 755 | 5 648 | 9.6 | Z | X |
| | 20877 | Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons | 542 | 261 407 | 21 980 | 8.4 | .1 | X |
| | 20878 | Seasonal decorations, including decorative plates, napkins, & cups ... | 809 | 481 377 | 48 083 | 10.0 | .2 | X |
| | 20879 | Artificial/silk flowers, plants, & trees | 27 | 8 040 | 305 | 3.8 | Z | X |
| | 20881 | Craft supplies | 438 | 275 632 | 21 065 | 7.6 | .1 | X |
| | 20882 | Typewriters | 386 | 288 620 | 5 648 | 2.0 | Z | X |
| | 20883 | All other merchandise | 72 | 56 899 | 21 065 | 37.0 | .1 | X |
| | 29810 | All other merchandise | 3 438 | 11 833 217 | 344 489 | 2.9 | 1.7 | X |
| | 29900 | All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided | 2 309 | 7 058 616 | 293 980 | 4.2 | 1.4 | 87.2 |
| | 29906 | Other labor charges | 340 | 307 897 | 16 145 | 5.2 | .1 | X |
| | 29907 | Parts installed in repair | 258 | 284 109 | 8 961 | 3.2 | Z | X |
| | 29938 | Printing or engraving to order | 2 019 | 6 755 731 | 237 650 | 3.5 | 1.2 | X |
| | 29943 | Value of service contracts | 166 | 210 559 | 19 497 | 9.3 | .1 | X |
| | 29979 | All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc. | 196 | 164 183 | 11 727 | 7.1 | .1 | X |
| 45322 | | Gift, novelty, and souvenir stores | 35 785 | X | 15 621 678 | X | 100.0 | 60.4 |
| | 20100 | Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. | 7 336 | 3 318 513 | 311 962 | 9.4 | 2.0 | X |
| | 20120 | Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption | 1 149 | 585 657 | 78 888 | 13.5 | .5 | X |
| | 20140 | Packaged liquor, wine, & beer | 72 | 84 826 | 15 465 | 18.2 | .1 | X |
| | 20150 | Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others | 1 761 | 949 329 | 97 947 | 10.3 | .6 | X |
| | 20160 | Drugs, health aids, beauty aids, including cosmetics | 2 491 | 1 029 625 | 83 887 | 8.1 | .5 | X |
| | 20180 | Soaps, detergents, & household cleaners | 838 | 325 243 | 15 153 | 4.7 | .1 | X |
| | 20190 | Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. | 1 763 | 962 920 | 188 864 | 19.6 | 1.2 | X |
| | 20200 | Men's wear | 2 090 | 1 007 754 | 75 764 | 7.5 | .5 | X |
| | 20220 | Women's, juniors', & misses' wear | 4 464 | 2 641 313 | 239 635 | 9.1 | 1.5 | X |
| | 20240 | Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories | 2 761 | 1 836 953 | 400 848 | 21.8 | 2.6 | X |
| | 20260 | Footwear, including accessories | 1 880 | 1 459 221 | 29 994 | 2.1 | .2 | X |
| | 20270 | Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. | 389 | 135 284 | 12 185 | 9.0 | .1 | X |
| | 20280 | Curtains, draperies, blinds, slipcovers, bed & table coverings | 1 544 | 470 837 | 32 649 | 6.9 | .2 | X |

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 2002 NAICS code | 2002 Product line code | Kind of business and product line | Establishments with the product line | | Product line sales | | | Response coverage ² (percent) |
|-----------------------|------------------------------|--|---|--------------------------|----------------------------------|--|---|--|
| | | | Number | Total sales (\$1,000) | Amount ¹ (\$1,000) | As percent of total sales of— | | |
| | | | | | | Estab- lishments with the product line | All estab- lishments ¹ | |
| 45322 | | Gift, novelty, and souvenir stores—Con. | | | | | | |
| | 20300 | Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. | 29 | 23 745 | 2 343 | 9.9 | Z | X |
| | 20310 | Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. | 307 | 126 848 | 5 936 | 4.7 | Z | X |
| | 20320 | Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories. | 1 557 | 1 391 110 | 155 434 | 11.2 | 1.0 | X |
| | 20330 | Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories. | 3 081 | 1 874 289 | 47 646 | 2.5 | .3 | X |
| | 20340 | Furniture, sleep equipment & outdoor/patio furniture. | 2 020 | 808 266 | 103 571 | 12.8 | .7 | X |
| | 20360 | Flooring & floor coverings. | 57 | 36 555 | 1 406 | 3.8 | Z | X |
| | 20370 | Computer hardware, software, & supplies, including computer game software. | 1 081 | 1 158 035 | 14 684 | 1.3 | .1 | X |
| | 20380 | Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. | 17 846 | 6 930 714 | 2 039 546 | 29.4 | 13.1 | 52.1 |
| | 20386 | Giftware & glassware including vases. | 16 221 | 6 379 584 | 1 482 851 | 23.2 | 9.5 | X |
| | 20387 | All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. | 9 486 | 4 041 923 | 556 695 | 13.8 | 3.6 | X |
| | 20400 | Jewelry, including watches, watch attachments, novelty jewelry, etc. | 12 540 | 5 488 677 | 439 746 | 8.0 | 2.8 | X |
| | 20420 | Books. | 8 306 | 4 218 478 | 213 390 | 5.1 | 1.4 | X |
| | 20440 | Photographic equipment & supplies. | 511 | 224 484 | 8 279 | 3.7 | .1 | X |
| | 20460 | Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles. | 5 557 | 3 078 564 | 422 719 | 13.7 | 2.7 | X |
| | 20490 | Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ... | 84 | 53 582 | 2 031 | 3.8 | Z | X |
| | 20500 | Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. | 457 | 156 373 | 17 028 | 10.9 | .1 | X |
| | 20600 | Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures. | 189 | 62 799 | 6 405 | 10.2 | Z | X |
| | 20620 | Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. | 1 250 | 413 193 | 56 237 | 13.6 | .4 | X |
| | 20640 | Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed. | 41 | 31 868 | 7 342 | 23.0 | Z | X |
| | 20670 | Paint & sundries. | 54 | 46 240 | 3 749 | 8.1 | Z | X |
| | 20690 | Wallpaper & other flexible wallcoverings. | 130 | 17 028 | 1 562 | 9.2 | Z | X |
| | 20800 | Pets, pet foods, & pet supplies. | 78 | 15 934 | 3 124 | 19.6 | Z | X |
| | 20850 | All other merchandise. | 34 097 | 15 188 020 | 9 794 694 | 64.5 | 62.7 | 58.7 |
| | 20851 | Stationery products, including stationery, tablets, pads, & related products. | 10 101 | 4 773 443 | 345 658 | 7.2 | 2.2 | X |
| | 20852 | Office paper, including computer printer, copier, fax, & typewriter cut sheet paper. | 507 | 252 881 | 37 024 | 14.6 | .2 | X |
| | 20853 | Office & school supplies. | 2 793 | 1 068 477 | 195 014 | 18.3 | 1.2 | X |
| | 20854 | Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. | 181 | 131 224 | 18 708 | 14.3 | .1 | X |
| | 20855 | Greeting cards. | 18 556 | 7 535 536 | 2 080 120 | 27.6 | 13.3 | X |
| | 20856 | Magazines & newspapers. | 2 700 | 1 320 902 | 212 449 | 16.1 | 1.4 | X |
| | 20859 | Luggage & leather goods. | 802 | 347 198 | 51 717 | 14.9 | .3 | X |
| | 20862 | Collectibles, including items which are old, but less than 100 years old, & limited in supply. | 5 922 | 2 270 153 | 306 185 | 13.5 | 2.0 | X |
| | 20863 | Art goods, including original pictures & sculptures. | 2 466 | 783 702 | 72 384 | 9.2 | .5 | X |
| | 20877 | Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons. | 21 942 | 10 414 577 | 3 668 445 | 35.2 | 23.5 | X |
| | 20878 | Seasonal decorations, including decorative plates, napkins, & cups. ... | 18 943 | 8 994 345 | 2 289 826 | 25.5 | 14.7 | X |
| | 20879 | Artificial/silk flowers, plants, & trees. | 3 577 | 1 182 084 | 87 565 | 7.4 | .6 | X |
| | 20881 | Craft supplies. | 1 107 | 355 703 | 36 730 | 10.3 | .2 | X |
| | 20882 | Typewriters. | 20 | 18 378 | 196 | 1.1 | Z | X |
| | 20883 | All other merchandise. | 1 131 | 651 262 | 392 673 | 60.3 | 2.5 | X |
| | 29810 | All other merchandise. | 6 151 | 4 053 982 | 429 905 | 10.6 | 2.8 | X |
| | 29900 | All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided. | 3 881 | 1 803 835 | 258 380 | 14.3 | 1.7 | 44.8 |
| | 29906 | Other labor charges. | 368 | 169 560 | 10 309 | 6.1 | .1 | X |
| | 29907 | Parts installed in repair. | 75 | 61 096 | 3 088 | 5.1 | Z | X |
| | 29938 | Printing or engraving to order. | 2 933 | 1 069 800 | 184 824 | 17.3 | 1.2 | X |
| | 29943 | Value of service contracts. | 158 | 74 516 | 8 323 | 11.2 | .1 | X |
| | 29979 | All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc. | 632 | 634 607 | 51 836 | 8.2 | .3 | X |
| 453220 | | Gift, novelty, and souvenir stores. | 35 785 | X | 15 621 678 | X | 100.0 | 60.4 |
| | 20100 | Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. | 7 336 | 3 318 513 | 311 962 | 9.4 | 2.0 | X |
| | 20120 | Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption. | 1 149 | 585 657 | 78 888 | 13.5 | .5 | X |
| | 20140 | Packaged liquor, wine, & beer. | 72 | 84 826 | 15 465 | 18.2 | .1 | X |
| | 20150 | Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others. | 1 761 | 949 329 | 97 947 | 10.3 | .6 | X |
| | 20160 | Drugs, health aids, beauty aids, including cosmetics. | 2 491 | 1 029 625 | 83 887 | 8.1 | .5 | X |
| | 20180 | Soaps, detergents, & household cleaners. | 838 | 325 243 | 15 153 | 4.7 | .1 | X |
| | 20190 | Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. | 1 763 | 962 920 | 188 864 | 19.6 | 1.2 | X |
| | 20200 | Men's wear. | 2 090 | 1 007 754 | 75 764 | 7.5 | .5 | X |

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 2002 NAICS code | 2002 Product line code | Kind of business and product line | Establishments with the product line | | Product line sales | | | | Response coverage ² (percent) |
|-----------------------|------------------------------|---|---|--------------------------|----------------------------------|--|---|--|--|
| | | | Number | Total sales (\$1,000) | Amount ¹ (\$1,000) | As percent of total sales of— | | | |
| | | | | | | Estab- lishments with the product line | All estab- lishments ¹ | | |
| 453220 | | Gift, novelty, and souvenir stores—Con. | | | | | | | |
| | 20220 | Women's, juniors', & misses' wear | 4 464 | 2 641 313 | 239 635 | 9.1 | 1.5 | | X |
| | 20240 | Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories | 2 761 | 1 836 953 | 400 848 | 21.8 | 2.6 | | X |
| | 20260 | Footwear, including accessories | 1 880 | 1 459 221 | 29 994 | 2.1 | .2 | | X |
| | 20270 | Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. | 389 | 135 284 | 12 185 | 9.0 | .1 | | X |
| | 20280 | Curtains, draperies, blinds, slipcovers, bed & table coverings | 1 544 | 470 837 | 32 649 | 6.9 | .2 | | X |
| | 20300 | Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. | 29 | 23 745 | 2 343 | 9.9 | Z | | X |
| | 20310 | Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. | 307 | 126 848 | 5 936 | 4.7 | Z | | X |
| | 20320 | Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories | 1 557 | 1 391 110 | 155 434 | 11.2 | 1.0 | | X |
| | 20330 | Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories | 3 081 | 1 874 289 | 47 646 | 2.5 | .3 | | X |
| | 20340 | Furniture, sleep equipment & outdoor/patio furniture | 2 020 | 808 266 | 103 571 | 12.8 | .7 | | X |
| | 20360 | Flooring & floor coverings. | 57 | 36 555 | 1 406 | 3.8 | Z | | X |
| | 20370 | Computer hardware, software, & supplies, including computer game software | 1 081 | 1 158 035 | 14 684 | 1.3 | .1 | | X |
| | 20380 | Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. | 17 846 | 6 930 714 | 2 039 546 | 29.4 | 13.1 | | 52.1 |
| | 20386 | Giftware & glassware including vases | 16 221 | 6 379 584 | 1 482 851 | 23.2 | 9.5 | | X |
| | 20387 | All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. | 9 486 | 4 041 923 | 556 695 | 13.8 | 3.6 | | X |
| | 20400 | Jewelry, including watches, watch attachments, novelty jewelry, etc. | 12 540 | 5 488 677 | 439 746 | 8.0 | 2.8 | | X |
| | 20420 | Books | 8 306 | 4 218 478 | 213 390 | 5.1 | 1.4 | | X |
| | 20440 | Photographic equipment & supplies | 511 | 224 484 | 8 279 | 3.7 | .1 | | X |
| | 20460 | Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles | 5 557 | 3 078 564 | 422 719 | 13.7 | 2.7 | | X |
| | 20490 | Optical goods, including eyeglasses, contact lenses, sunglasses, etc. | 84 | 53 582 | 2 031 | 3.8 | Z | | X |
| | 20500 | Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. | 457 | 156 373 | 17 028 | 10.9 | .1 | | X |
| | 20600 | Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures | 189 | 62 799 | 6 405 | 10.2 | Z | | X |
| | 20620 | Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. | 1 250 | 413 193 | 56 237 | 13.6 | .4 | | X |
| | 20640 | Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed | 41 | 31 868 | 7 342 | 23.0 | Z | | X |
| | 20670 | Paint & sundries | 54 | 46 240 | 3 749 | 8.1 | Z | | X |
| | 20690 | Wallpaper & other flexible wallcoverings | 130 | 17 028 | 1 562 | 9.2 | Z | | X |
| | 20800 | Pets, pet foods, & pet supplies | 78 | 15 934 | 3 124 | 19.6 | Z | | X |
| | 20850 | All other merchandise | 34 097 | 15 188 020 | 9 794 694 | 64.5 | 62.7 | | 58.7 |
| | 20851 | Stationery products, including stationery, tablets, pads, & related products | 10 101 | 4 773 443 | 345 658 | 7.2 | 2.2 | | X |
| | 20852 | Office paper, including computer printer, copier, fax, & typewriter cut sheet paper | 507 | 252 881 | 37 024 | 14.6 | .2 | | X |
| | 20853 | Office & school supplies | 2 793 | 1 068 477 | 195 014 | 18.3 | 1.2 | | X |
| | 20854 | Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. | 181 | 131 224 | 18 708 | 14.3 | .1 | | X |
| | 20855 | Greeting cards | 18 556 | 7 535 536 | 2 080 120 | 27.6 | 13.3 | | X |
| | 20856 | Magazines & newspapers | 2 700 | 1 320 902 | 212 449 | 16.1 | 1.4 | | X |
| | 20859 | Luggage & leather goods | 802 | 347 198 | 51 717 | 14.9 | .3 | | X |
| | 20862 | Collectibles, including items which are old, but less than 100 years old, & limited in supply | 5 922 | 2 270 153 | 306 185 | 13.5 | 2.0 | | X |
| | 20863 | Art goods, including original pictures & sculptures. | 2 466 | 783 702 | 72 384 | 9.2 | .5 | | X |
| | 20877 | Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons | 21 942 | 10 414 577 | 3 668 445 | 35.2 | 23.5 | | X |
| | 20878 | Seasonal decorations, including decorative plates, napkins, & cups | 18 943 | 8 994 345 | 2 289 826 | 25.5 | 14.7 | | X |
| | 20879 | Artificial/silk flowers, plants, & trees | 3 577 | 1 182 084 | 87 565 | 7.4 | .6 | | X |
| | 20881 | Craft supplies | 1 107 | 355 703 | 36 730 | 10.3 | .2 | | X |
| | 20882 | Typewriters | 20 | 18 378 | 196 | 1.1 | Z | | X |
| | 20883 | All other merchandise | 1 131 | 651 262 | 392 673 | 60.3 | 2.5 | | X |
| | 29810 | All other merchandise | 6 151 | 4 053 982 | 429 905 | 10.6 | 2.8 | | X |
| | 29900 | All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided | 3 881 | 1 803 835 | 258 380 | 14.3 | 1.7 | | 44.8 |
| | 29906 | Other labor charges | 368 | 169 560 | 10 309 | 6.1 | .1 | | X |
| | 29907 | Parts installed in repair | 75 | 61 096 | 3 088 | 5.1 | Z | | X |
| | 29938 | Printing or engraving to order | 2 933 | 1 069 800 | 184 824 | 17.3 | 1.2 | | X |
| | 29943 | Value of service contracts | 158 | 74 516 | 8 323 | 11.2 | .1 | | X |
| | 29979 | All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc. | 632 | 634 607 | 51 836 | 8.2 | .3 | | X |

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

| 2002 NAICS code | Kind of business and largest firms based on sales | Establishments (number) | Sales | | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|-----------------------|---|----------------------------|---------------------|------------------------|--------------------------------|---------------------------------------|---|
| | | | Amount (\$1,000) | As percent of total | | | |
| 4532 | Office supplies, stationery, and gift stores | | | | | | |
| | All firms | 44 359 | 36 237 397 | 100.0 | 4 595 741 | 1 107 502 | 313 666 |
| | 4 largest firms | 3 356 | 16 720 944 | 46.1 | 1 524 137 | 384 991 | 83 639 |
| | 8 largest firms | 5 421 | 18 079 262 | 49.9 | 1 728 225 | 431 649 | 100 658 |
| | 20 largest firms | 7 103 | 19 723 607 | 54.4 | 1 943 659 | 484 913 | 115 639 |
| | 50 largest firms | 7 926 | 20 700 462 | 57.1 | 2 076 039 | 516 041 | 124 358 |
| 45321 | Office supplies and stationery stores | | | | | | |
| | All firms | 8 574 | 20 615 719 | 100.0 | 2 217 476 | 553 246 | 111 381 |
| | 4 largest firms | 2 936 | 16 049 487 | 77.9 | 1 442 748 | 364 927 | 74 673 |
| | 8 largest firms | 3 229 | 16 378 964 | 79.4 | 1 481 276 | 374 297 | 76 783 |
| | 20 largest firms | 3 352 | 16 623 606 | 80.6 | 1 524 671 | 385 470 | 78 508 |
| | 50 largest firms | 3 465 | 16 981 491 | 82.4 | 1 577 447 | 397 820 | 80 510 |
| 453210 | Office supplies and stationery stores | | | | | | |
| | All firms | 8 574 | 20 615 719 | 100.0 | 2 217 476 | 553 246 | 111 381 |
| | 4 largest firms | 2 936 | 16 049 487 | 77.9 | 1 442 748 | 364 927 | 74 673 |
| | 8 largest firms | 3 229 | 16 378 964 | 79.4 | 1 481 276 | 374 297 | 76 783 |
| | 20 largest firms | 3 352 | 16 623 606 | 80.6 | 1 524 671 | 385 470 | 78 508 |
| | 50 largest firms | 3 465 | 16 981 491 | 82.4 | 1 577 447 | 397 820 | 80 510 |
| 45322 | Gift, novelty, and souvenir stores | | | | | | |
| | All firms | 35 785 | 15 621 678 | 100.0 | 2 378 265 | 554 256 | 202 285 |
| | 4 largest firms | 1 840 | 1 944 869 | 12.4 | 250 543 | 59 807 | 22 644 |
| | 8 largest firms | 3 130 | 2 785 955 | 17.8 | 386 007 | 92 095 | 32 591 |
| | 20 largest firms | 4 284 | 3 681 971 | 23.6 | 502 752 | 120 625 | 41 823 |
| | 50 largest firms | 4 811 | 4 396 350 | 28.1 | 592 492 | 141 189 | 48 599 |
| 453220 | Gift, novelty, and souvenir stores | | | | | | |
| | All firms | 35 785 | 15 621 678 | 100.0 | 2 378 265 | 554 256 | 202 285 |
| | 4 largest firms | 1 840 | 1 944 869 | 12.4 | 250 543 | 59 807 | 22 644 |
| | 8 largest firms | 3 130 | 2 785 955 | 17.8 | 386 007 | 92 095 | 32 591 |
| | 20 largest firms | 4 284 | 3 681 971 | 23.6 | 502 752 | 120 625 | 41 823 |
| | 50 largest firms | 4 811 | 4 396 350 | 28.1 | 592 492 | 141 189 | 48 599 |

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.